Superior Shooting Systems LLC

SSSinc.

NOVEMBER 2015

LIGHTWEIGHT / COMPACT / RUGGED

EASY INSTALLATION ON PICATINNY RAIL

SIMPLE, FAST, AND ACCURATE TO USE

GIVES A DIRECT ANSWER – NO COSINE!

MADE IN U.S.A.

David Tubb's DISTANCE REDUCTION INDICATOR

DRi™ PATENT PENDING

PRODUCT SPOTLIGHT

FROM SUPERIOR SHOOTING SYSTEMS LLC

HIGH-PERFOR-MANCE PRODUCTS engineered by 11-time NRA National High Power Rifle Champion and 6-time National High Power Long Range Rifle Champion, DAVID TUBB

AVAILABLE NOW!

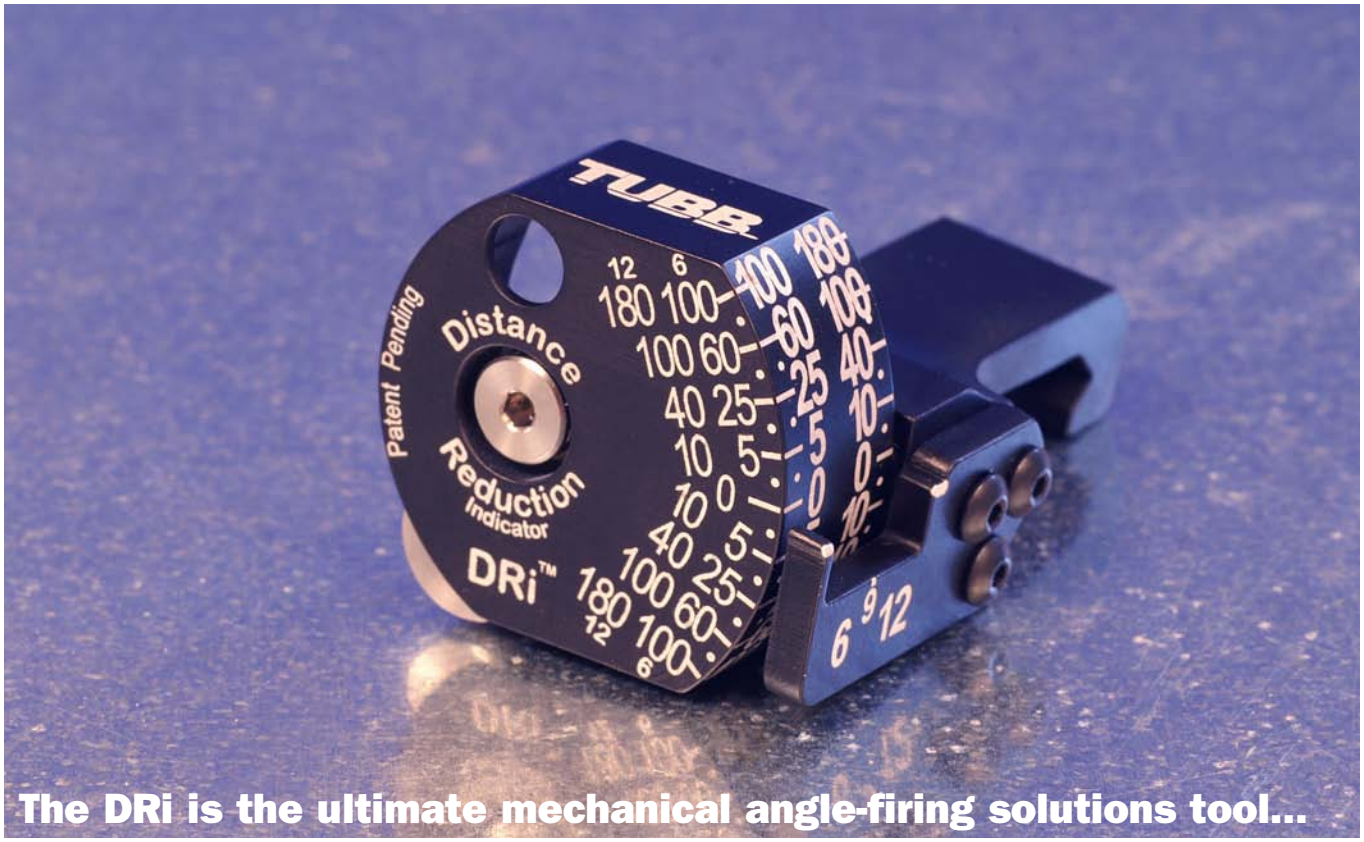
Call (806) 323-9488 or visit www.DavidTubb.com

The ultimate angle firing solution.

When firing up- or downhill, an uncorrected aiming point results in a high shot. The shooter must hold less elevation than the same shot fired across level ground. Knowing how much higher the bullet will impact becomes increasingly important as the distance to the target is increased, or as the angle becomes steeper, or both. David Tubb's *Distance Reduction Indicator* – DRi – quickly and accurately indicates this "Hold Closer" distance and allows the shooter to determine the Effective Hold Point (EHP) to make an accurate shot. **The DRi is usable at any realistic distance.** Rifle performance and severity of angle are the only limits.

Call 806/323-9488 with questions or to order. **www.DavidTubb.com**

DISTANCE REDUCTION INDICATOR™



The DRi is the ultimate mechanical angle-firing solutions tool...

The DRi eliminates the need for cosines as well as angle measurement.

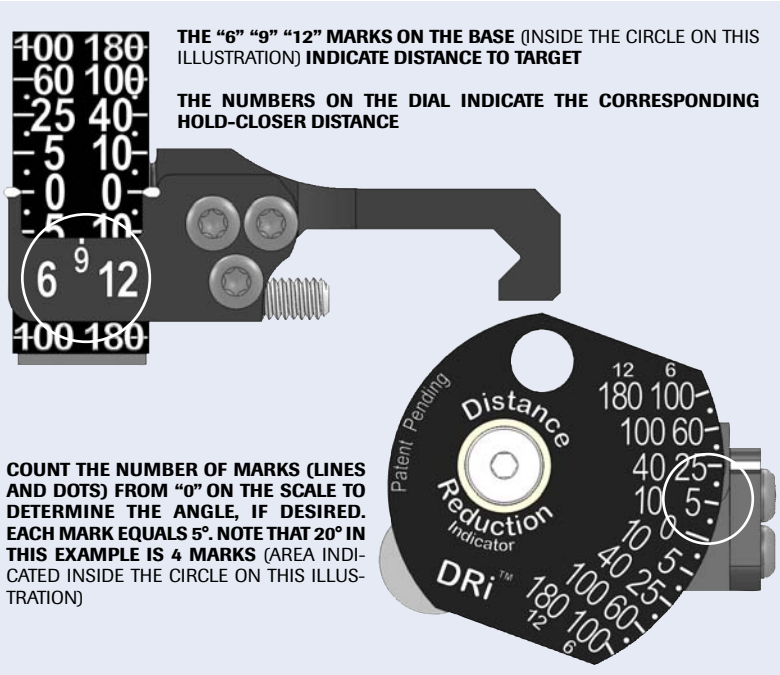
The DRi is compact and rugged. It's engineered to be low-profile and constructed to withstand the rigors of field use. The DRi fits a Picatinny rail, and is level-adjustable over a 100 MOA range to accommodate long-range-style scope mounts. We recommend positioning the DRi so it is easily visible from the shooting position. This improves efficiency in reading the DRi and reacquiring the scope. Since the dial is readable from the front and the side, a spotter can also read the value. **The DRi is complete and ready to go out of the box.** No additional mounts!

HOW IT WORKS

The DRi base is marked with "6" "9" and "12." These numbers correspond with 600, 900, 1200 yards or meters. DRi is equally accurate using yards or meters.

The DRi dial has markings that correspond with the Distance Reduction markings on the base. The "6" and "12" have numeric values, the "9" splits the 6 and 12 values and is used to average/interpolate. The large numbers on the dial indicate the hold-closer distance in yards or meters. Mounted correctly, the user can acquire the DRi and then reaquire the sight with a minimum of movement.

The "hold-closer" distance is the same for downhill or uphill.



USE EXAMPLES ARE SHOWN ON THE NEXT PAGE

DISTANCE REDUCTION INDICATOR™

DRi IN USE

To determine the effective hold point (EHP), follow these steps:

1. **Determine the straight-line distance to the target.**
2. **Aim the rifle at the target (this step engages the DRi to provide a read).**
3. **Determine EHP (effective hold point) for your distance.**
(This step can involve simple mathematical calculations for varying combinations of distance and angle.)
4. **When you have determined the correct EHP, locate the appropriate aiming dot within the scope, or adjust the scope knobs.**

DRi™
PATENT PENDING

DRi @ 20°

FOR MORE EXAMPLES AND INSIGHT SEE THE DRi INSTRUCTION MANUAL ONLINE AT www.DavidTubb.com

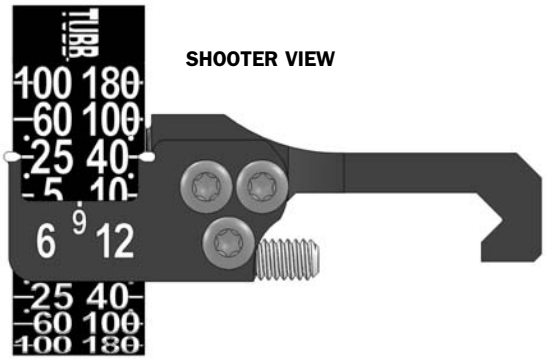
Example 1 Target at 600 yds. "6" on the base indicates 600 yards. "25" on the dial indicates a hold-closer distance of 25 yards. So, the DRi shows at 600 yds to reduce the elevation by 25 yds.
Effective Hold Point (EHP) = 600-25 = 575

Example 2 Target at 900 yds. DRi shows at 600 yds to reduce elevation by 25 yds, and at 1200 yds ("12" on the dial) to reduce it by 40 yds. Average the 25 and 40 to get 33 yds. **EHP = 900-33 = 867**

Example 3 Target at 800 yds. DRi shows that at 600 yds to reduce elevation by 25 yds, and at 1200 yds to reduce it by 40 yds. Interpolate between the 25 and 40 and determine 30 yds. 800 is approximately 10% closer than 900. **EHP = 800-30 = 770**

Example 4 Target at 300 yds. **(Note: At a distance of 0 yards, the elevation reduction is 0 yards.)** DRi shows at 600 yds to reduce the elevation by 25 yds. Average the 0 and the 25 to get 13 yards (round up). **EHP = 300-13 = 287**

Example 5 Target at 1500 yds. First look at the nearest number, 1200 yds. The DRi shows at 1200 yds to reduce elevation by 40 yds. Determine the 900 yd value (the value that splits the 600 and 1200) by averaging the 25 and 40 to get 33 yards. Determine the difference between the 1200 and 900 yd values to get 7 (40-33 = 7). Add the 7 to the 1200 yard value of 40 (7+40) = 47. **EHP = 1500-47 = 1453**



THE DRi DIFFERENCE

Rifle-mounted "angle indicators" and "cosine indicators" are on the market to determine the Effective Hold Point (EHP). "Angle indicators" give their answers in degrees of angle (ex. 10°) which then must be input into the user's ballistic card/data program to determine EHP. "Cosine indicators" give their answers by allowing the user to read a percentage (ex. 96%). The shooter then multiplies this percentage by the target distance to determine the effective horizontal distance to the target. That all takes time and, in the case of the cosine calculation, it's not very accurate at longer ranges.

The DRi eliminates the need for angle measurements and consines. The calculations are simple, and the inputs are fast, direct, and accurate. Under stress and time pressure, the DRi provides the fastest, most accurate angle firing solution.

DRI – $149.50

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